

In September 2021, we launched our new 2030 Programme for Fashion with Integrity, reaffirming our commitment to doing business responsibly by minimising our impact on the planet and delivering positive benefits for people.

This programme has four key goals: Be Net Zero, Be More Circular, Be Transparent and Be Diverse. Underpinning each is a series of metrics and key performance indicators (KPIs) so we can measure and communicate our progress.

Through this financial year we have focused both on embedding these KPIs within the business and beginning to deliver against our targets. We published our first ever Fashion with Integrity (FWI) Progress Update report in April 2022, reporting back on our results in FY21 and giving a glimpse into our key activities for FY22.

— Read our FY21 FWI Progress Update report on asosplc.com/fashion-with-integrity

This report provides a further update on our FY22 progress towards these goals. More details on these, and performance against our KPIs for FY22, will be published in our next Progress Update report in April 2023.



Fashion with Integrity



For a full definition of our goals and KPIs and our latest full-year performance data for FY21, head to asosplc.com/fashion-with-integrity

Be Net Zero

KPI 01

Reduce Scope 1 and 2 emissions/order by 87% by 2030 vs 2018/19 baseline

FY22 update

We've rolled out an energy management system across all key operational sites with our partners, Amber Energy. This helps us to regularly track energy consumption as well as identify and deliver energy-efficiency projects.

KPI 02

Reduce own-brand product emissions/£profit by 58% by 2030 vs 2018/19 baseline (Scope 3)

FY22 update

We've continued to engage our suppliers on sustainability. Over 70% of Tier 1 and 22% of Tier 4 factories by volume have now completed the Higg FEM (Facility Environmental Module), offering a view into their environmental performance. We also held a supplier webinar series and directly engaged with a proportion of our Tier 1 & 4 factories on reducing carbon and energy use.

KPI 03

Reduce transportation emissions/£profit by 58% by 2030 vs 2018/19 baseline

FY22 update

We've explored ways of engaging customers on less carbon-intensive delivery methods and are looking at more ways to do this across key territories. We have set up a new partnership with Maersk for the inbound movement of goods and, to support this, together we are developing a sustainability roadmap.

KPI 04

Two-thirds of partner brands (by emissions) signed up to setting targets in line with Science Based Targets initiative requirements by 2025 (Scope 3)

FY22 update

We've engaged over 300 partner brands through a new self-assessment questionnaire which has been updated to include information on their environmental impact and carbon emission reduction targets. We've also started to create open resources to guide and educate brands towards reducing emissions and setting verified Science-based Targets.



Fashion with Integrity continued

For a full definition of our goals and KPIs and our latest full-year performance data for FY21, head to asosplc.com/fashion-with-integrity/

Be More Circular

KPI 01

100% of own-brand products made from recycled or more sustainable materials by 2030

FY22 update

We've developed and rolled out a new sustainable material certification database, onboarding our largest sustainable material suppliers. We've also expanded our list of approved more sustainable materials to include materials such as ECONYL® regenerated nylon and TENCEL™ x REFIBRA™.

KPI 02

We commit to defining our public-facing circularity strategy by 2023 so we can embed circular design principles by 2030

FY22 update

In November, we co-published an external version of our circular design guidebook with the Centre for Sustainable Fashion, UAL. In June, we launched our second circular design collection, building on what we learnt from our first collection at the start of FY21.

KPI 03

100% of own-brand packaging will be made from recycled materials and be widely recyclable by 2025

FY22 update

As part of our commitment to reduce the amount of packaging we use, we removed unnecessary product packaging from Topshop and Topman ranges.

KPI 04

Facilitate programmes for recycling and reuse in key markets by 2030

FY22 update

As part of the launch of our second Circular Design Collection in June, we launched a partnership with pre-loved clothing resale platform Thrift+, making it easier for our customers to extend their clothes' life.

Be Transparent

KPI 01

100% of ASOS own-brand products will have supply chains mapped to raw material level by 2030, extending our existing supply chain mapping

FY22 update

We've completed 536 audits since September 2021, covering 73% of our supply chain. All suppliers inherited from the acquisition of Topshop, Topman, Miss Selfridge and H&M have now been audited. As part of our work on mapping our raw material supply chain, we've mapped 75% of our viscose supply chain (Tiers 1-5).

KPI 02

100% of partner brands on ASOS will have committed to the Transparency Pledge and ASOS Ethical Trading policy by 2025

FY22 update

Our self-assessment questionnaire for partner brands has been updated to include, as a minimum requirement, their commitment to sign the Transparency pledge. A new third-party brands Ethical Trade Policy was published on the ASOS Plc website with communications sent to all third-party brands in May.

KPI 03

From 2023, we will publish annual human rights strategy and implementation reports for independent monitoring by existing partners and external campaign groups

FY22 update

We've started a Human Rights saliency assessment which will help us to prioritise our activities in this area.

KPI 04

Customers will easily be able to view and interact with information on the sustainability credentials of 100% of ASOS brand products by 2030

FY22 update

This remains really important to us, so we are actively working on trialling solutions, including using QR codes on product labels to give more transparency.

Be Diverse

KPI 01

At least 50% female and over 15% ethnic minority representation across our combined leadership team by 2023 and at every leadership level by 2030

FY22 update

Female representation across combined leadership team has increased to 45% with ethnic minority representation increasing to 10%. We'll report more on these figures in April 2023.

KPI 02

Over 40% female representation in Technology, Product Management and Data Science roles by 2030

FY22 update

Female representation across these roles has increased to 31%.

KPI 03

Zero statistically significant differences in engagement scores and functional attrition rates across all demographics from 2030, with all ASOSers able to be their authentic selves at work

FY22 update

This year, we've taken a number of steps to ensure everyone at ASOS has the confidence to be whoever they want to be. While there remains a 3pt difference between our highest and lowest engaged demographics, we are closing the gap.

KPI 04

We'll publish a Diversity, Equity and Inclusion strategy and roadmap for the ASOS platform, our customers and our people by 2023

FY22 update

We are working to develop this strategy, which includes a range of external programmes. We successfully partnered with the British Paralympic Association, kitting out ParalympicsGB teams at the Tokyo and Beijing Games for formal and ceremonies wear. We also launched our second South Asian wedding collection and developed a new partnership with the Safe Space Alliance for Pride 2022.

Governance



and

reporting



Since September 2021, we have further developed and embedded our business-wide approach to ESG governance. We launched our ESG Committee in March 2022 (more information can be found on page 82), and its remit is to review how we are delivering our FWI strategy, and how we manage wider ESG risks and opportunities. To support this Committee, we have created two internal working groups: the FWI Working Group, which meets monthly, and the Governance Working Group, which meets bi-monthly. Both have helped to drive forward FWI and the wider ESG agenda.

We have completed our first Task Force on Climate-related Financial Disclosures (TCFD) risk assessment, more information on which can be found at asosplc.com/fashion-with-integrity/limited-assurance. We've also responded to the CDP Climate & Water questionnaires for the first time and continued to respond to benchmarks such as the Sustainable Apparel Coalition Brand and Retail Module. We were proud to be the top-scoring British company in the 2022 Fashion Transparency Index, again showing our commitment to a more transparent future for fashion.

On 29 July 2022, the UK's Competition and Markets Authority (CMA) announced that it had opened an investigation into certain fashion retailers, including ASOS, following the publication of the Green Claims Code. ASOS is committed to playing its part in making fashion more sustainable, including providing clear and accurate information about its products, and is co-operating with the investigation, which is ongoing.